



11/15-05

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln of: Elliot Yasnovsky et al.

U.S. Patent Application Serial
No.: 10/700,837U.S. Filing
Date: November 3, 2003For: SELF-SERVICE PLATFORM FOR SELLING
ADVERTISING

Attorney Docket No: 12729/38

Examiner: Le, Khanh H.

Group Art Unit: 3622

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL

Sir:

Attached is/are:

 Response And Amendment
 Return Receipt Postcard

Fee calculation:

 No additional fee is required.
 Small Entity.
 An extension fee in an amount of \$ _____ for a _____ ()-month extension of time under 37 C.F.R. § 1.136(a).
 A petition or processing fee in an amount of \$ _____ under 37 C.F.R. § 1.17(______).
 An additional filing fee has been calculated as shown below:

	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	or	Rate	Not a Small Entity
Total		Minus			x \$25=			x \$50=	
Indep.		Minus			x \$100=			x \$200=	
First Presentation of Multiple Dep. Claim					+\$180=			+\$360=	
					Total	\$		Total	\$

Fee payment:

 A check in the amount of \$ _____ to cover the above-identified fee(s) is enclosed.
 Please charge Deposit Account No. 23-1925 in the amount of \$ _____. A copy of this Transmittal is enclosed for this purpose.
 Payment by credit card in the amount of \$ _____ (Form PTO-2038 is attached).
 The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

Scott A. Timmerman (Reg. No. 55,678)

November 14, 2005

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BHGL Ref. No. 12729/038

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SELLING ADVERTISING

RESPONSE AND AMENDMENT

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated August 11, 2005, please enter the following response and amendment: